

CUSTOMER NO.: 24498
Serial No.: 10/018,070
Office Action dated: April 18, 2008

PATENT
RCA 89,470

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Wanda Green Thompson, et al.
Serial Number: 10/018,070
Atty. Dkt: RCA 89,470
Filing Date: October 25, 2001
For: ADVERTISEMENT SELECTION BASED ON USER
ACTION IN AN ELECTRONIC PROGRAM GUIDE
Art Unit: 2623
Examiner: Fred H. Peng

AMENDMENT AND RESPONSE TO OFFICE ACTION

**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450**

Sir:

In response to the Office Action dated April 18, 2008, for which a response is due July 18, 2008, please enter the following amendments and remarks/arguments in the above-identified application.

Listing and Amendments to the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.

CERTIFICATE OF TRANSMISSION

I hereby certify that this amendment is being efiled with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, Mail Stop Amendment, on:

July 15, 2008 _____
Date

/Kathleen Lyles/ _____
Kathleen Lyles